

Message Text

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MR. R. S. REARDON, VICE PRESIDENT
MACK TRUCKS INC., BOX M
ALLENTOWN, PENN. 18105

DRAFTED BY AF/W:ARMCKEE:JS
APPROVED BY AF/W:JLLOUGHRAN
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FM SECSTATE WASHDC
TO AMEMBASSY LAGOS IMMEDIATE

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E.O. 11652: N/A
TAGS: BCOM
SUBJECT: MACK TRUCK INC.

FOR BRENNAN PLEASE PASS TO FRANK WRIGHT, VP MACK AFRICA
DIVISION

1. DRAFT LETTER TO GOVERNMENT OF NIGERIA. GENTLEMEN:
MACK TRUCKS INC. UNITED STATES HEAVY DUTY TRUCK MANUFACTURER
SUBMITS HERewith ITS WRITTEN RESPONSE TO THE SUBJECT TENDER.

2. BECAUSE OUR COMPANY HAS ELECTED TO CONCENTRATE ITS EX-
PERTISE IN THE HEAVY DUTY DIESEL POWER TRUCK MARKET, WE ARE
PRECLUDED FROM COMPLYING WITH YOUR COMPLETE TENDER REQUIRE-
MENT, I.E. ASSEMBLY/MANUFACTURE OF VEHICLES HAVING PAYLOADS
IN EXCESS OF TWO TONS. WE CAN PROVIDE UNITS HAVING A PAY-
LOAD FROM SIX TONS TO 120 TONS.

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3. THE DESIGN AND PRODUCTION OF DIESEL POWERED HEAVY
DUTY TRUCKS CANNOT BE EQUATED TO THE LIGHT AND MEDIUM DUTY
MARKET. MANY TRUCK MANUFACTURERS THROUGHOUT THE WORLD ARE

CAPABLE OF SUPPLYING THE TECHNOLOGY, MATERIAL AND TRAINING REQUIRED IN THE LIGHT AND MEDIUM DUTY TRUCK SEGMENT OF THE INDUSTRY, BUT FEW HAVE DEVOTED THEIR FULL TIME AND TALENTS TO THAT OF THE HEAVY DUTY SEGMENT OF THE MARKET.

4. WE PROPOSE THEREFORE THAT YOU MIGHT CONSIDER THAT (1) OUR COMPANY WOULD BE WILLING TO JOIN WITH ANYONE OF THE RECIPIENTS OF THE TENDER AWARD, (2) WE WOULD AGREE TO THE UTILIZATION OF LOCALLY MANUFACTURING CONTENT, (3) WE WOULD ASSIST IN GENERATING EXPORTS OF OUR PRODUCT AND (4) ALL REQUIRED TECHNICAL, MANUFACTURING AND MARKETING TRAINING WOULD BE MADE AVAILABLE BY US.

5. AS STATED IN OUR LETTER DATED SEPTEMBER 10, 1973, WE CURRENTLY ARE PARTICIPANTS IN TEN ASSEMBLY/MANUFACTURING FACILITIES LOCATED THROUGHOUT THE WORLD AND ARE WELL VERSED IN THE TECHNIQUES AND SKILLS REQUIRED TO INSURE SUCCESS.

6. WITH THE KNOWLEDGE THAT YOUR GOVERNMENT REQUIRES THE HIGHEST QUALITY TRUCKS AVAILABLE, WE WOULD BELIEVE IT IN YOUR BEST INTEREST TO REQUEST OF YOUR SKILLED TECHNICAL DEPARTMENT THAT THEY VISIT EACH OF THE MANUFACTURERS PROPOSING TO FINISH THE HEAVY DUTY EQUIPMENT TO DETERMINE THE CURRENT STATE OF THE ART EMPLOYED IN THEIR PRODUCT. WE BELIEVE THAT YOU MIGHT ALSO GIVE CONSIDERATION TO CONDUCTING AN EXTENSIVE TEST UNDER VARYING OPERATING CONDITIONS OF EACH SUCH SUPPLIER. WE ARE PREPARED TO PLACE OUR PRODUCT AND REPUTATION FOR DESIGN, PERFORMANCE, RELIABILITY AND DEPENDABILITY AGAINST ANY TRUCK IN THE WORLD AS WE ARE CONFIDENT OF ITS SUPERIORITY.

7. WE FULLY APPRECIATE THIS OPPORTUNITY TO SUBMIT OUR PROPOSAL AND WE WILL MAKE OURSELVES FULLY AVAILABLE TO MORE SPECIFICALLY DISCUSS ANY POTENTIAL PARTICIPATION WITH ANOTHER COMPANY WHO HAVE SUBMITTED PROPOSALS IN ACCORDANCE WITH YOUR TENDER. DRAFT OF LETTER ENDS. R. S. REARDON, VICE PRESIDENT, MACK TRUCKS INC. RUSH
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